



uguide

brand standards manual

hey, there!
welcome to our
brand guidelines



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01

about us

who we are

uGuide is a platform that serves as a **resource to navigate the college application process for under-resourced minority students**, by directly addressing their needs for guidance and access to relevant information.

what we stand for

Our mission is to raise college enrollment rates of low-income and minority students in the United States.

Our vision is a country where the college admission process is attainable and easy to navigate by under-resourced and/or first gen students.



02

brand assets

our logo

The uGuide wordmark is the primary identifier for the uGuide brand. All fundamental rules regarding the use of the wordmark as well as approved color variations are provided in this manual section.

The blue horizontal logo is the primary logo and should be used in most instances. Do not modify, distort, or re-create the logo. Only use the logo files provided to ensure consistency and accuracy.

uGuide primary logo



logo color variations

We prefer to use our primary logo, shown in the previous page, in most instances. However, we do acknowledge this will not always be possible. For example, when the background for the asset matches the uGuide blue.

Below we show the only two additional approved logo variations that can be used when the primary logo does not work.

These must be used only with the approved brand background colors, also shown below.

reverse logo



black logo



logo clear space

The right amount of breathing space is provided by the width of the uGuide “u”. To ensure the right amount of clear space is around the logo use the size of the “u” as a minimum spacing guide on all sides of the logo as shown.



proper logo use

The primary blue logo should be used only on white a background.

The white and black logos should be used only on photographs and color backgrounds within the uGuide color palette.



improper logo use



Don't change the
opacity of the logo



Don't use unapproved colors



Don't change the outline
weight of the uGuide "u"



Don't crop the logo

improper logo use



Don't distort the logo



Don't modify the logo fill/stroke

The first "u" must always be an outline
while the "guide" must always be solid



Don't apply any effects

our symbol

What's the **ug** graphic?

It's the uGuide symbol! We use it as a standalone brand element and should be used in tight spaces as the reduced form of our logo. **ug** can only be used in our brand approved colors.



brand typography

Our typography is composed of two font families, Freude and Omnes and our typestyles are broken down in headlines and body text.

All of our headlines are set in all lowercase Freude Regular while our body text as well as supporting text is set in Omnes SemiCond.

To enhance type hierarchy and legibility throughout paragraphs, Omnes SemiCond *Italic*, **SemiBold**, and **SemiBold Italic** are approved for use.

freude regular

abcdefghijklmnopqrstuvwxyz

! [] () · × : & ? → ↓ 0123456789

Omnes SemiCond

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

brand color palette

The brand colors are meant to represent uGuide in a cohesive way that allows and enhances visual recognition for the brand.

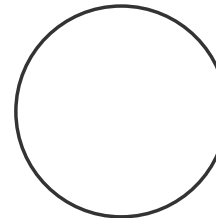
The blue and green are the uGuide's primary colors while the yellow, black, and white are secondary colors.



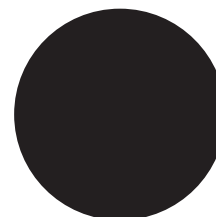
pms: not available
cmyk: 80%, 55%, 0%, 0%
hex: # 0e75ee



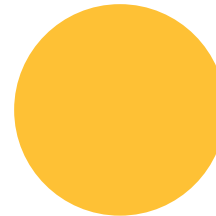
pms: 390 UP
cmyk: 28%, 0%, 99%, 13%
hex: # acc02a



pms: not available
cmyk: 0%, 0%, 0%, 0%
hex: # ffffff



pms: process black UP
cmyk: 0%, 0%, 0%, 100%
hex: # 000000



pms: 1235 UP
cmyk: 0%, 26%, 89%, 0%
hex: # fec135

brand illustration style and usage

Our illustration style for uGuide graphics is friendly and inclusive. They are always representative of the students we aim to help, so as to have students feel like they can relate to the character they are seeing.

All illustrations focus on academic experiences they have or will live through while they complete their high school degree and apply to higher education institutions. We use illustrations for all marketing communication purposes.



brand graphics

uGuide's graphics are used to bring life to our brand and showcase the playfulness with which we attack college applications.

Brand graphics made to support marketing materials can be made into patterns or used as standalone illustrations. The use of graphics and illustrations is strongly suggested when creating customer facing materials.

03

brand in use

stationery package

Our stationery package is composed of a letterhead, envelope, and business card that showcase uGuide's friendliness and youthfulness.



advertising campaign

With our advertising campaigns, we aim to address the worries and frustrations of students when it comes to the application process as well as offer them an alternative to current application methods.

Our campaigns can be both composed of illustrations and photography.



brand merchandise



website design

The uGuide platform is the space where students access the resources they need to help smoothen the college application process.

The design is centered on the uGuide brand approved colors, illustrations, and wavy shapes (as seen on all three pages to the right).

Simplicity and friendliness are our two main targets when designing our user interface.



website design: user interface



social media campaign

All uGuide social media campaigns focus on the needs of students, addressing their biggest frustrations, and providing resources to alleviate these.

The set of Instagram stories below provide a reminder that a financial aid form is due as well as resources for students who could be having a hard time completing it.



have you submitted your
FAFSA application yet?

I did 🙌

Not yet 😬

if you answered

no
there's still time!

click on the next story for
important resources



check out our [financial aid faq](#) with answers to questions students like you were asking themselves when applying for financial aid

[uguide.com](#)
[dashboard > faq > financial aid](#)



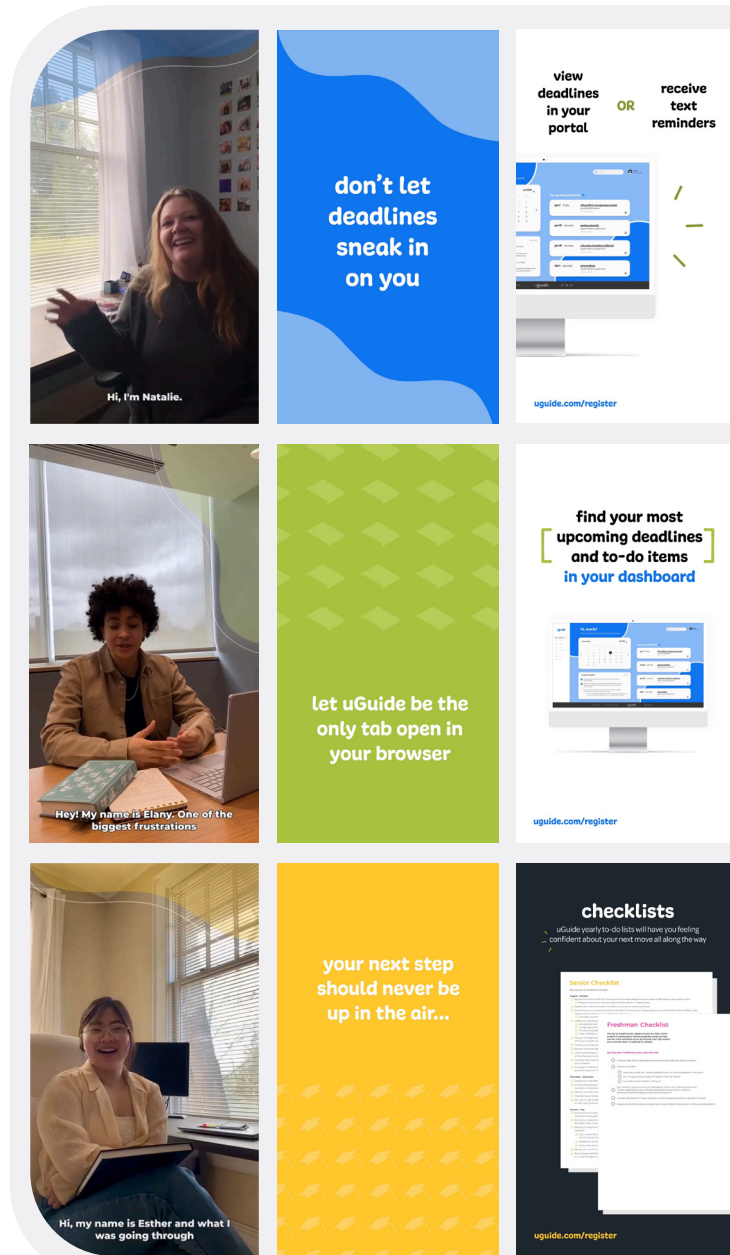
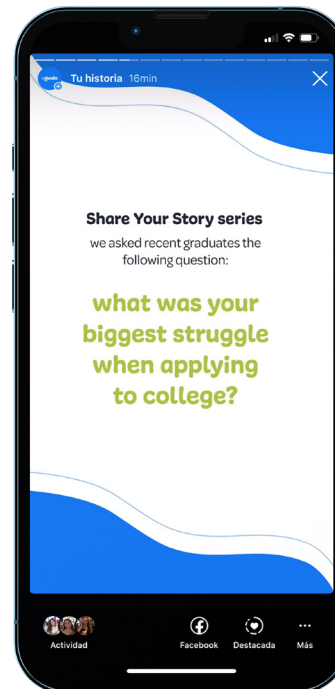
check out FAFSA's help center for in depth-information on what you and your parents can expect and how to fill it out

[studentaid.gov](#)
[apply for aid > fafsa > filling out > help](#)

social media campaign

This marketing campaign focuses on relating to the students hardships with applying to college and showing how uGuide can help make the process easier.

Share Your Story is a series that highlights student experiences and how their burdens could have been alleviated by the uGuide platform.



logo animation

The 5-second long animation starts with the uGuide logo being written out letter by letter with a sound of a pencil writing on paper following along.

The logo animation ends with the uGuide logo fully spelled out and centered on the screen.

1

ug

2

uguv

logo animation

3

uguid~

4

uguide



uguide